



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
GUMPAKK

PREPARED BY

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## 1.1 Executive Summary

The name of our company is GUMPAK ENTREPRISE. Our business is to provide food and services to the customer. Our main food is burger with variety choice of flavor. Besides than delicious, we do consider the health of our customer by providing them with vegetarian type of burger. For example burger Tempe (soya bean) which is high in protein and low in fats. The nature of our business is partnership.

Our company is located at Alamesra, Sulaman Coastal Highway. We expect to start up our business on 1<sup>st</sup> September 2014. The future prospects of our business are people around Kota Kinabalu and at the same time aiming to be the choice of burger by people in Sabah. This is because nowadays people are living in a busy life style, the Sabahans' especially, so we would like to provide them with a time efficient yet delicious meal. People can enjoy our meal without worrying the value of nutrients.

We are prospecting to increase 5 % and 7 % sales of our business on second and third year respectively.